

To Whom It May Concern,

It is critical for the future on AM radio that the commission approve allowing stations to rebroadcast on a FM translator. I'm not looking for further reach just an opportunity to serve the community within my market area with a solid signal.

I own and operate a small daytimer AM station in a small market (Florence population 9,000) on the Oregon Coast. I bought the station out of bankruptcy in 1988 after the first attempt to operate it failed. Over the years emerging technology, satellite radio and other competitors have made it even more difficult to compete. My signal is hampered by it's low power, a mountainous terrain and an inability to broadcast a decent signal at night.

We are the only AM station licensed to Florence and yet are unable to adequately reach all of our listeners with a quality signal. The lack of night time power limits our ability to carry local programming at night such as high school sports.

We continually receive comments and complaints about our lack of reach.

Please carefully consider ruling in favor of 07-172 and help preserve the future of AM radio and those broadcasters that have worked hard over for many years to serve their communities.

Sincerely,

Jon Thompson  
General Manager KCST AM 1250